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THE FUNCTIONING OF EUPHEMISMS IN COMMUNICATIVE SITUATIONS IN MODERN ENGLISH

Abstract: we are social creatures and heavily depend on our ability to communicate to make our way through the world. There are numerous of different expressive means which can improve possible courses in speech strategies. If the speaker has a desire to soft the tone of communication process, he or she can use such expressive lexical means as euphemisms.

Key words: categorical and non-categorical statement, euphemism.

Communication as a kind of human activity is included in social relations. Choosing linguistic means, the speaker proceeds from the requirements imposed on the norms that society establishes, i.e. tries to avoid a direct nomination of certain realities and formalize speech in accordance with common rules.

The norms of speech etiquette are clearly traced especially in dialogues. The speaker and the addressee are two equal subjects of joint speech process that have certain communicative intentions and can predict the possible course in speech strategies according to certain guidelines.

Sometimes there are difficulties, the speaker or the listener may find himself or herself in a psychologically tense situation during a conversation. In this atmosphere communicative subjects can face the category of categorical and non-categorical statement [3], in other terms – overstatement and understatement. There is a choice: either choose expressive lexical means or make the tone down and choose more polite and reserved expressions.

To soften the tone – is the main goal that is pursued by the speakers when he or she uses euphemisms in social and interpersonal relationships – the desire to avoid communicative conflicts and failures, not to

discomfort the interlocutor. At the same time, the speaker evaluates the subject of speech, the direct meaning of which is perceived by him or her as rudeness, harshness, or impropriety [1].

There are motives for euphemization, i.e. those reasons that prompt the speaker or the addressee to change the possible manoeuvre in the communication process. Many linguists contemplate euphemisms in accordance with the speaker's motives. Some authors distinguish a large number of groups of motives, others divide the whole set of motifs into two or three large groups, combining them according to more general criteria.

The most complete and encompassing one can be considered the classification of E. Partridge. He identifies the following motives for euphemism:

1. Social motives of euphemism;
2. Moral and ethical motives of euphemism;
3. Motives for euphemization associated with religion and superstition;
4. Communicative motives of euphemism [2].

As an example, we can analyze the softening of the nomination relating to the sphere of an abnormal mental condition of a man.

Joel tells his private doctor about the so-called imaginary «friend» with whom he talks. The doctor advises him to make an appointment with a doctor, meaning a psychiatrist, but delicately says it in other words, showing understanding and respect for his patient:

«My – well, imaginary – friend is called Mithras.»

«Joel, you don't need me at all. Surely» – she must be tactful here – «you need someone you can tell all this to who would be sympathetic. I don't mean I'm not but I'm a doctor of medicine, I'm really not qualified to help you over this.»

«You mean a psychiatrist?»

«I meant a therapist, yes.»

*«**You think I'm mad?**»*

*«No, of course not. Of course I don't think you're mad because you have – well, **a very active imagination.**» [9].*

The replacement of nominations related to swear words also helps to avoid a conflict situation. Consider the following example:

Teal Williams, a mechanic master, is trying to invite his charming client to a date. He is confident in himself, because no one has yet refused,

but the girl tries politely to explain to him that she will not go anywhere with him.

A master marine mechanic and a woman he wasn't attracted to. But exactly what he needed.

«No» – she repeated, enunciating clearly, meeting him eyeball to eyeball without a blink. «I will not go with you».

«You won't?» Zane – known as Ace to the ladies – looked at the new Cutter Cay mechanic. It had been a long time since a woman had told him no. Probably before he hit puberty.

*Her look said «Are you **a deaf moron?**» but she answered politely enough. «**Would you like me to repeat that in another language?** I know three». [4].*

The speaker also can use a non-categorical form of the answer:

The wife tells her husband to go to the store and buy some milk. The husband is ready to shout, after all he can take care of it without decrees, but he curbs his temper not to offend the partner.

«Listen» – he said, «I'll see you home».

She stirred but didn't turn to him or even remove the blanket from her head. «You'll have to get some milk» – she said.

On his lips was «I can take care of myself» but he didn't say it. An impulse told him to shout the words, but he fought it off. He stared at the mound his wife's body made under the blanket, and he told himself there was no longer any need to shout at her.

*«Don't worry» – he said, «I'll buy some» **He spoke softly**, without venom [8].*

It is necessary to mention a frequent use of double negation in colloquial speech as a means of reducing the categorical utterances. This linguistic phenomenon has a stylistic character, it can be an expression of certain communicative and cognitive strategies.

To illustrate this fact the American linguist W. J. Ball leads to two sentences, the meaning of which, at first glance, seems identical:

- It is **not unusual** for the train to be late.
- It is **usual** for the train to be late [5].

Analyzing these two sentences, the author says that the second is a categorical statement, which implies that the timetable for this train has a built-in delay, it seems to be programmed to arrive late. The first sentence expresses a reserved judgment: it does not intend to emphasize the usual delay of the train, although it definitely attracts attention to it.

That is, we can say that some types of double negations can add important values to the statement. Double negation allows «calibrating» the meaning of statements that do not quite fit into affirmative or negative ones.

Consider an example of double negation with negative particle *not* and negative prefix *un-*:

Carolyn is a small plump young girl, whose appearance is characterized as «not ugly», thereby softening the fact of the unsightly of the lady.

*There was another girl, Caroline, who, it appeared, lived at 45, though she was not much seen. Alice would have liked to talk to her, for she felt drawn to her in some kind of kinship; but Caroline did not feel this, it seemed. At any rate, she remained aloof. She was a short, rather plump woman - or girl, for she was in her early twenties - dark, **not unattractive**, who gave the impression of smiling a lot [7].*

Also, the meaning of double negation can be increased by using the particle *too*. Consider the following example:

The younger sister has made breakfast for the whole family. Her brother tries to say in a softer form that, in fact, it is not tasty.

Then Fred would burst in. «Womp up some breakfast, girl child! Let's get up! Burning daylight!»

*I would cook us eggs and grits and sausages and he would say, «**It's not too bad**. It's not too, too bad. I would almost call it edible». [6].*

In above mentioned examples we managed to emphasize euphemizing process through some of the main motives and strategies that the speaker can follow. This linguistic device allows the speaker to replace or to hide the unpleasant aspects of a topic or applying words and expressions which are inappropriate or embarrassing to the listener with more positive connotations. Moreover, the use of euphemisms is sometimes manipulated to lend a touch of irony. Thus, words are referred to as euphemisms when they provide a socially correct means of expressing a private, awkward, or controversial subject.

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ФУНКЦИОНИРОВАНИЕ ЭВФЕМИЗМОВ В СИТУАЦИИ ОБЩЕНИЯ В СОВРЕМЕННОМ АНГЛИЙСКОМ ЯЗЫКЕ

Аннотация: важнейшей составляющей социального взаимодействия является социальная коммуникация – взаимный обмен информацией, предполагающий ориентацию обоих участников на ответную открытость партнера. Говорящий и адресат – два равноправных субъекта совместной речевой деятельности, которые обладают некими коммуникативными намерениями и могут спрогнозировать возможный ход в речевых стратегиях в соответствии с определенными установками. Порой субъекты оказываются в психологически напряженной ситуации во время разговора.

Именно в этой ситуативной обстановке говорящий и слушающий сталкиваются с категорией категоричности и некатегоричности высказывания, которые базируются на основных принципах общения – принципе кооперации и принципе вежливости. Говорящий, не допуская конфликтных ситуаций, может ответить собеседнику тактично и заменить слова или выражение, с целью избежать прямого наименования всего, что способно вызвать негативные чувства у адресата. Такое явление как эвфемизация напрямую связано со стремлением заменить нежелательные реалии на более приятные и эмоционально нейтральные собеседнику.

Ключевые слова: категоричность и некатегоричность высказывания, эвфемизация.

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